

OnePlus Teams Up with National Geographic to Showcase OnePlus 7 Pro Camera Technology

Three world famous National Geographic photographers - Andy Barton, Carlton Ward and Krystle Wright, used OnePlus 7 Pro's powerful triple lens camera to capture the beauty of North America



Left – Eastern Sierra Nevada Mountains at dawn,
Right – An aerial perspective of a coastal environment on the Northern California Coast
(Photo Credits: Andy Bardon)

HONG KONG, MAY 9, 2019 – Inspiring the world to explore for over a century, OnePlus, together with National Geographic will soon debut a special photography series in a magazine supplement, shot on a smartphone. The supplement issue “Inspired by Nature” will be released with the July edition of the National Geographic Magazine and feature stunning images of North America, all captured on the OnePlus 7 Pro smartphone.

For the partnership, National Geographic handpicked three of its world-renowned photographers and sent them to explore the rugged beauty of North America. Andy Bardon, Carlton Ward Jr. and Krystle Wright documented their journeys via the newly launched OnePlus 7 Pro, using its triple-lens setup and UltraShot system to capture remarkable photos of the natural world – from sprawling desert frontiers, to soaring mountain ranges, to the hidden realm of life underwater.

The world’s destination for science, exploration and adventure, National Geographic is dedicated to challenging perceptions and empowering everyone to push the boundaries of discovery. As smartphone technology advances, more and more people now have the opportunity to document

the world and its plethora of stunning nature beauty. The photography series demonstrates how anyone can be an explorer and capture their journey through the lens of a smartphone.

Con Apostolopoulos, Senior Vice President, National Geographic Partners, Asia Pacific & the Middle East said, “National Geographic has documented the stories of our planet for 130 years, providing audiences around the world with a window into the Earth’s breathtaking beauty. We’re awed by the amazing pictures our photographers captured from their North American expedition with the OnePlus 7 Pro! In collaboration with OnePlus, National Geographic is proud to leverage the power and reach of our global media platforms to inspire everyone to get out, explore, and take their own spectacular photos.”

Pete Lau, Founder and CEO of OnePlus, said, “With the OnePlus 7 Pro, I believe we have raised the bar in camera technology. With this association with National Geographic, we wanted to push the limits of what our camera is capable of and we believe that the professional National Geographic photographers did just that. We are very excited to showcase the results from this partnership and hope that our users will be as excited about the camera on the OnePlus 7 Pro as we are.”

Speaking about her experience on the shoot, National Geographic Photographer Krystle Wright said, “With the OnePlus 7 Pro, you have a whole camera bag in your pocket which is what has allowed us to be able to shoot a whole issue on a smartphone.”

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About National Geographic Partners

National Geographic Partners LLC (NGP), a joint venture between National Geographic Society and Disney, is committed to bringing the world premium science, adventure and exploration content across an unrivalled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo Wild, Nat Geo Mundo, Nat Geo People) with National Geographic’s media and consumer-oriented assets, including

National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of the world has been the core purpose of National Geographic for 131 years, and now it is committed to going deeper, pushing boundaries, going further for consumers... all while reaching millions of people around the world in 172 countries and 43 languages every month. NGP returns 27 percent of its proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit nationalgeographic.com or natgeotv.com/asia.



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About OnePlus

OnePlus is a global mobile technology company challenging conventional concepts of technology. Created around the “Never Settle” mantra, OnePlus creates exquisitely designed devices with premium build quality and high-performance hardware. OnePlus thrives on cultivating strong bonds and growing together with its community of users and fans. For more information, please visit OnePlus.com.

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